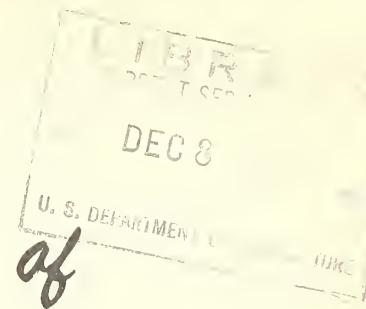


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Household Purchases of



- BUTTER
- CHEESE
- NONFAT
DRY MILK
SOLIDS
- MARGARINE

by Regions and Retail Sales Outlets,

July - September 1955

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.
December 1955

HPD-16

PREFACE

This is one in a series of quarterly reports, first published for the April-June 1954 quarter, summarizing data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series "Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine," by providing data by geographic regions and types of retail outlets.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 5,800 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, CHEESE
NONFAT DRY MILK SOLIDS, AND MARGARINE, BY
REGIONS AND RETAIL OUTLETS, JULY-SEPTEMBER 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for a 13-week period in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders reported that during July-September 1955 they bought 4 percent more butter, 6 percent more margarine, 6 percent more natural cheese products, and 25 percent more nonfat dry milk solids than in July-September 1954. They also indicated a 2 percent drop below a year ago in cottage cheese purchases for household use and a 16 percent drop in total purchases of processed cheese products. These indications are based on reports from a representative, nationwide sample of 5,800 families.

Compared with the preceding quarter, household purchases during July-September 1955 of all products covered in this report were lower. The July-September quarter is usually a low point in the year in household purchases for products in this series of releases.

By regions, household purchases of butter per capita during July-September 1955 compared with a year earlier showed the greatest gain in the Mountain-Southwest region, while Southern householders reported the only decrease. As was the case in the April-June 1955 quarter, the gain from a year ago in the Northeast States--the second most important regional butter market in the country--during July-September 1955 was below the gain for the nation as a whole.

For margarine, householders in the Southern States reported the largest gain in per capita purchases during July-September 1955, while Northeast householders reported a small decrease from a year earlier.

The gain in butter and margarine purchases for household use over a year earlier was associated with fractionally higher prices for butter but slightly lower prices for margarine. As indicated in monthly reports in this series, about 5 percent more families bought butter during July-September 1955 than a year earlier while about 2 percent more families bought margarine.

Per capita purchases of the various types of natural cheese were generally higher in each region in July-September 1955 than a year earlier. The opposite

was generally true for household purchases of the various processed cheese products. Cottage cheese purchases for household use by regions were up slightly in the Pacific and Mountain-Southwest areas, about the same in the South, and lower in the Northeast and North Central States.

Purchases of nonfat dry milk solids for household use were reported larger in all regions except the Mountain-Southwest during July-September 1955 compared with a year earlier. The large gain was associated with a sizable increase in the percentage of all families buying. Particularly noticeable was the large gain from a year earlier in the per capita purchase rate for nonfat dry milk solids by North Central householders.

Little change occurred in the purchase pattern for butter and margarine by type of retail sales outlet. Householders reported making about 50 percent of all their butter purchases and about 60 percent of their margarine purchases through chain stores. Although householders again reported buying a sizable amount of butter and cottage cheese through the home delivery outlet, the amounts purchased through this outlet in the third quarter of 1955 were somewhat lower than in the third quarter of 1954. Some shift occurred from a year earlier in the purchase pattern for nonfat dry milk solids between the national chain stores and the regional and local chain stores, with the latter gaining relative to the total. Consumers reported in July-September 1955 paying about 3 cents more per pound than a year ago for nonfat dry milk solids in all major retail sales outlets.

For the natural cheese types, the most noticeable shift in the purchase pattern by retail sales outlet occurred for the "other" varieties, where the chain stores showed large gains compared to other outlets. For the processed cheese types, the most noticeable shift occurred for cheese food, of which sales through national chain stores accounted for a much larger part of the total than a year ago. Cottage cheese purchases in July-September 1955 relative to the total were about the same as a year earlier in regional and local chains and independent grocery stores, but somewhat larger in national chain outlets and somewhat lower in all other outlets.

BUTTER

Householders reported buying an estimated total of 195 million pounds of butter during the 13-week period July-September 1955 compared with 187 million pounds in the same period a year earlier. Although total purchases of butter for household use in July-September 1955 were about 4 percent above a year earlier, they were down about the same percentage from the preceding quarter. A year ago, butter purchases for household use were slightly higher in the third quarter than in the second quarter.

Per capita household purchases of butter during July-September 1955 were reported higher than a year earlier in all regions except the South. Increases ranged from 1.5 percent in the Northeast to 13.9 percent in the Mountain-Southwest area. For the second consecutive quarter, the per capita gain in

household butter purchases in the Northeast was less than the gain for the nation as a whole. Per capita purchases for the United States were up 3 percent over a year ago.

The gain in household purchases of butter occurred in the face of fractionally higher prices in July-September 1955 than a year earlier. The average size of purchase per buying family for the United States--about 1.1 pounds--was the same as a year earlier and by regions was up slightly in the North Central and the South, the same in the Northeast and the Pacific, and down in the Mountain-Southwest area (table 1).

Butter purchases for the third quarter of 1955 were divided by type of retail sales outlet: 21 percent in national chain stores, 28 percent in regional and local chains, 36 percent in independent grocery stores, 4 percent in house-to-house delivery, 11 percent in "other" outlets. This represents a gain for the national chains and for "other" outlets compared with a year earlier.

Prices paid by consumers for butter were about 2 cents per pound lower in chain stores than in independent grocery stores. The chains and independent grocery stores account for about 85 percent of all household purchases of butter (table 2).

MARGARINE

Margarine purchases by householders in the 13-week period July-September 1955 totaled 285 million pounds compared with 268 million pounds during July-September 1954, a gain of about 6 percent. Compared with the preceding quarter, margarine purchases were down about 18 million pounds, while in 1954 the third quarter purchase level was about 6 million pounds less than in the second quarter.

Per capita purchases of margarine by householders during July-September 1955, compared with the corresponding period in 1954, were reported higher in all regions except the Northeast. However, the gain in the North Central States was very small. Those regions--the South and Mountain-Southwest States--which are relatively low in rates of butter consumption reported the largest gain from a year earlier in margarine purchases (table 3).

The nationwide gain in margarine purchases in the third quarter of 1955, compared with the third quarter of 1954, was associated with a reported lower average price paid by consumers for this product. Since butter prices were fractionally higher, the spread between butter and margarine prices in July-September 1955 was 42 cents per pound as against 39 cents per pound in July-September 1954. The average size of purchase for margarine--about 1.5 pounds--was reported higher than a year earlier in each region during July-September 1955.

Compared with a year earlier, the gain in household purchases of margarine by type of retail sales outlet was largest in regional and local chain stores.

This was the case also in the preceding quarter. Consumers continued to report paying less for margarine in chain stores and buying more per purchase in these outlets during July-September 1955 than through other outlets (table 4).

NONFAT DRY MILK SOLIDS

Householders reported buying 39.1 million pounds of nonfat dry milk solids during July-September 1955, a gain of 25 percent over the 31.4 million pounds reported a year earlier. All regions except the Mountain-Southwest reported large gains from a year earlier in purchases of nonfat dry milk solids. Particularly noticeable was the large gain in household purchases of nonfat dry milk solids in the North Central States.

The substantial increase in the level of nonfat dry milk solids purchases was associated with large gains in most major geographical areas in the percentage of families buying. The percentage of all families buying in the third quarter of 1955 ranged from 15.6 percent in the North Central States to 23.7 in the South. The increase in the national household market for nonfat dry milk solids took place even though prices in July-September 1955 were about 3 cents per pound above a year earlier.

North Central States householders were again low per capita users of nonfat dry milk solids, compared with the rest of the nation. However, the gain from a year earlier in the North Central area was very strong. For the second consecutive quarter, householders in the Mountain-Southwest area reported lower per capita purchase rates for nonfat dry milk solids than in the corresponding quarter of 1954 (table 6).

Householders reported a good part of the increase from the 1954 level in nonfat dry milk solids purchases occurred through much larger sales in regional and local chain stores. Consumers reported paying more for nonfat dry milk solids in all outlets than a year earlier. Prices in chain stores were 3 to 7 cents per pound less than in the two other major outlets (table 7).

CHEESE

Household purchases of natural and processed cheese during July-September 1955 were estimated at 147.8 million pounds (purchased weight basis), down over 7 million pounds from the level reported in July-September 1954. Natural cheese purchases were reported about 5 million pounds higher, while processed cheese purchases were down about 12.4 million pounds. The total of natural and processed cheese purchases during July-September 1955 consisted of about 56 percent natural cheese and 44 percent processed cheese, compared with about an equal division during July-September 1954.

Cottage cheese purchases, not included in the preceding totals, were reported at 105 million pounds in the third quarter of 1955, down about 2 million pounds from the level reported in the third quarter of 1954. About 51 percent of all families reported purchases of cottage cheese in July-September this year, almost 2 percentage points below the comparable percentage figure a year earlier (table 8).

All regions except the South reported an increase in total purchases of natural cheese during July-September 1955 compared with the previous year. For total processed cheese products, all regions reported lower total purchases this July-September than a year ago.

During July-September 1955, household purchases per capita of natural American cheese were higher than in July-September 1954 in all regions except the South, where they were about the same as a year earlier. Per capita purchases of natural Swiss cheese gained in relation to a year earlier in all areas but the South, where they were down almost 30 percent; cream cheese purchases per capita were higher in all regions; and natural "other" varieties, which include specialty and foreign types of cheese, were above a year earlier in all areas except the Northeast and South (table 11).

Purchase rates per capita in all regions for processed cheese and processed cheese foods during July-September 1955 were lower than in the same period a year earlier. The drop was particularly marked for cheese foods, ranging from 20 percent in the Pacific to 54 percent in the Mountain-Southwest area. Per capita purchases of processed cheese spreads for household use gained in relation to a year earlier in all regions except the Mountain-Southwest and Pacific Coast States.

Cottage cheese purchases per capita by householders during the third quarter of 1955 were relatively unchanged in most regions except the Northeast, where they were reported down about 10 percent.

Average prices reported paid by consumers in this survey during July-September 1955 for the various types of cheese tended to be somewhat lower than in July-September 1954. The only exceptions to this were fractionally higher prices for natural American cheese and natural "other" varieties. Cottage cheese prices were reported unchanged from a year earlier.

Householders reported that generally a large part of the increase in natural cheese purchases over a year earlier took place in regional and local chain stores. They also reported that, though their purchases of processed cheese products were below a year earlier, regional and local chain stores lost less of their sales relative to last year than did other major outlets. Cottage cheese purchases were smaller than a year earlier in all outlets except national chains (table 13).

Consumers made about 36 percent of all natural and processed cheese purchases in independent grocery stores. Some small amounts were purchased in "all other" outlets but, in general, chain stores accounted for about 62 percent of all natural and processed cheese purchases. The amount of cottage cheese bought from home deliverymen totaled to 10.5 million pounds in the third quarter of 1955, compared with 13.4 million pounds in the third quarter of 1954 (table 13).

Householders in this survey reported wide variations in prices paid for some natural and processed cheese types by type of retail sales outlets. For example, consumer prices for natural American cheese in national chain stores were reported at 59 cents per pound compared with 67 cents per pound in independent grocery stores. The difference in prices between chains and independent outlets was also noticeable for Swiss and "other" natural types, but there was little difference in natural cream cheese prices. For the processed cheese types, the differences in prices between the chains and the independent outlets were not so marked; and in the case of cheese spreads, prices were about the same in all outlets. Cottage cheese prices were somewhat lower in chain stores than in the independent outlets, but reported prices per 12-ounce unit in all outlets were in the narrow range of 20.5 cents to 21.6 cents (table 15).

Notes on Tables

The tables contained in this series of quarterly reports give data breakdowns by regions and type of retail outlets.

Regional areas are defined as follows:

- (1) Northeast--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.
- (2) North Central--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.
- (3) South--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.
- (4) Mountain and Southwest--Eight Mountain States and Texas and Oklahoma.
- (5) Pacific--Washington, Oregon, and California.

The approximate distribution of the population of the United States is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain and Southwest, 9.8 percent; and Pacific, 10.1 percent.

Retail outlets are defined as follows:

- (1) National chains--A & P, Kroger, and Safeway Stores.
- (2) Regional and local chains--those chains having 4 or more stores (excluding those in the national chain category).
- (3) Independent groceries--independently owned stores, groups of stores not falling in above categories, and voluntary associations of independently owned stores.
- (4) House-to-house--purchases from milkman or other wagon salesmen.
- (5) Other--purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita
U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	202.1	185.4	75.8	71.4	84.7	75.6	13.1	12.6	8.8	7.5	19.7	18.3
July-Sept.	194.8	187.4	72.1	71.1	82.1	77.5	12.6	12.5	8.4	7.5	19.6	18.8
Oct.-Dec.	214.0			79.6		90.1		14.8		9.0		20.5
Jan.-Mar.	209.3			78.8		87.5		14.2		9.0		19.8
Total		796.1		300.9		330.7		54.1		33.0		77.4
Average price paid per pound												
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	66.8	66.1	68.2	67.7	65.0	64.1	69.2	69.1	69.8	69.1	66.0	65.1
July-Sept.	66.9	66.1	68.6	67.7	65.1	64.1	68.7	69.2	70.3	69.2	65.8	64.7
Oct.-Dec.	68.4			70.1		66.5		70.9		71.3		66.9
Jan.-Mar.	67.8			69.1		65.9		69.8		72.0		67.3
Average size of purchase												
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.09	1.09	1.00	1.00	1.28	1.25	0.87	0.84	1.02	1.07	1.02	1.05
July-Sept.	1.09	1.09	1.00	1.00	1.26	1.25	.87	.85	1.03	1.05	1.04	1.04
Oct.-Dec.	1.10			1.00		1.28		.87		1.04		1.02
Jan.-Mar.	1.09			1.00		1.27		.87		1.02		1.03
Purchases per 1,000 capita												
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1,251	1,174	1,720	1,669	1,829	1,679	338	333	538	461	1,235	1,150
July-Sept.	1,216	1,178	1,659	1,635	1,796	1,715	325	332	507	445	1,242	1,189
Oct.-Dec.	1,335			1,819		1,961		389		538		1,299
Jan.-Mar.	1,305			1,810		1,918		365		549		1,243

Table 2.--Butter: Household purchases, average price per pound,
and average size of purchase, United States
by type of retail outlet, 13-week periods

Quarter	Total quantity purchased									
	National chains		Regional and local chains		Independent grocers		House-to-house		Other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	41.0	37.1	58.1	52.2	70.7	67.6	9.7	9.8	22.6	18.9
July-Sept.	40.3	36.5	55.0	53.9	69.4	66.8	7.8	10.5	22.3	19.7
Oct.-Dec.		41.2		61.1		76.5		12.5		22.7
Jan.-Mar.		41.9		59.9		74.4		12.4		20.7
Total	156.7		227.1		285.3		45.2		82.0	
Average price paid per pound										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	65.6	65.0	66.2	65.4	68.1	67.3	71.1	70.7	64.3	63.7
July-Sept.	66.1	65.1	66.5	65.4	68.2	67.1	69.9	70.4	64.3	63.7
Oct.-Dec.		68.0		68.1		69.3		71.9		64.9
Jan.-Mar.		66.8		67.3		68.9		71.8		64.9
Average size of purchase										
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.01	1.02	1.02	1.04	1.06	1.06	1.11	1.07	1.68	1.59
July-Sept.	1.01	1.01	1.00	1.03	1.05	1.05	1.12	1.09	1.64	1.62
Oct.-Dec.		.99		1.05		1.06		1.12		1.66
Jan.-Mar.		1.00		1.03		1.07		1.13		1.66

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Table 3.--Margarine: Household purchases, average price per pound,
average size of purchase, and purchases per 1,000 capita,
U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	303.4	274.4	82.4	76.2	76.9	73.4	64.7	53.8	37.0	32.8	42.4	38.2
July-Sept.	285.1	268.4	75.1	75.3	72.6	71.3	64.5	53.9	35.0	31.3	37.9	36.6
Oct.-Dec.	331.1		91.4			88.3		67.6		40.3		43.5
Jan.-Mar.	332.4		89.7			87.0		69.3		42.3		44.1
Total	1,206.3		332.6		320.0		244.6		146.7		162.4	
Average price paid per pound												
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	24.9	26.4	26.1	27.4	25.7	27.2	24.7	26.1	23.3	25.7	22.5	24.1
July-Sept.	25.0	26.9	26.4	28.1	25.4	27.9	24.7	26.5	24.0	25.8	22.6	24.0
Oct.-Dec.	25.8		26.8		26.7		25.6		24.7		23.3	
Jan.-Mar.	25.7		27.2		26.5		25.4		24.2		22.8	
Average size of purchase												
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.54	1.45	1.53	1.43	1.55	1.43	1.36	1.31	1.47	1.42	1.84	1.68
July-Sept.	1.51	1.44	1.53	1.43	1.54	1.43	1.35	1.29	1.43	1.39	1.81	1.70
Oct.-Dec.	1.49		1.50		1.47		1.34		1.43		1.43	1.77
Jan.-Mar.	1.50		1.48		1.49		1.33		1.46		1.46	1.80
Purchases per 1,000 capita												
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1,878	1,737	1,871	1,783	1,660	1,629	1,664	1,418	2,255	2,011	2,664	2,398
July-Sept.	1,779	1,687	1,727	1,732	1,588	1,576	1,664	1,425	2,129	1,864	2,396	2,318
Oct.-Dec.	2,066		2,089		1,923		1,775		2,409		2,755	
Jan.-Mar.	2,072		2,061		1,907		1,776		2,590		2,770	

National Consumer Panel of Market Research Corporation of America.

Table 4.--Margarine: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56 : 1954-55	Million pounds	1955-56 : 1954-55	Million pounds	1955-56 : 1954-55	Million pounds	1955-56 : 1954-55	Million pounds
Apr.-June	84.9	77.3	95.5	82.2	113.9	106.7	1/ 9.1	8.2
July-Sept.	77.7	74.8	91.6	81.5	107.5	104.4	1/ 8.3	7.7
Oct.-Dec.		92.8		103.9		125.9		8.5
Jan.-Mar.		91.7		104.1		126.6		10.0
Total		336.6		371.7		463.6		2/ 34.4
Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	23.1	24.8	23.9	25.5	26.7	28.1	27.9	29.3
July-Sept.	23.3	25.1	24.0	26.0	26.8	28.6	27.9	28.8
Oct.-Dec.		23.8		24.9		27.9		28.7
Jan.-Mar.		23.9		24.7		27.6		28.8
Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.66	1.54	1.56	1.45	1.45	1.39	1.48	1.41
July-Sept.	1.60	1.54	1.54	1.45	1.44	1.37	1.42	1.35
Oct.-Dec.		1.60		1.51		1.41		1.39
Jan.-Mar.		1.60		1.52		1.42		1.46

1/ Includes house-to-house purchases of 1.5 million pounds in April-June and 1.0 in July-September.

2/ Includes house-to-house purchases of 7.4 million pounds.

Table 5.--Nonfat dry milk solids: Household purchases, average price per pound, percentage of all families buying, number of purchases, and size of average purchase, U. S., 13-week periods

Quarter	Quantity purchased				Average price paid			
	Total	Per 1,000 population	Per pound for all purchases	Per actual 1-pound unit purchases				
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June	42,120	34,160	260.7	216.3	39.7	37.7	35.5	36.0
July-Sept.	39,120	31,400	244.2	197.3	39.3	36.2	35.2	34.2
Oct.-Dec.		34,300		214.0		38.9		35.5
Jan.-Mar.		42,710		266.3		40.3		35.9
Total		142,570						
Percentage of all families buying	Per buying family				Average size of purchase			
	Purchases				Ounces			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>Percent</u>	<u>Percent</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
Apr.-June	21.9	17.8	3.17	3.16	20.0	21.4		
July-Sept.	19.8	15.9	3.17	3.03	20.5	22.8		
Oct.-Dec.		19.5		2.86		20.4		
Jan.-Mar.		24.1		3.12		18.8		

National Consumer Panel of Market Research Corporation of America.

Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods

Quarter	Total quantity purchased									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	10,630	8,300	8,260	6,100	12,590	10,190	4,600	5,230	6,040	4,330
July-Sept.	10,530	7,990	8,330	5,260	11,370	9,330	3,810	4,540	5,080	4,280
Oct.-Dec.	8,940			5,860		9,670		4,890		4,940
Jan.-Mar.	10,460			8,600		13,010		5,000		5,640
Total	35,690		25,820		42,200		19,660		19,190	
Average price per pound for all purchases										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	39.0	35.9	41.1	38.2	40.0	38.7	38.9	38.4	38.9	36.9
July-Sept.	38.4	35.0	41.5	35.7	39.5	37.0	38.4	37.2	37.7	36.3
Oct.-Dec.	37.7			40.0		39.3		39.3		38.4
Jan.-Mar.	38.4			42.6		40.4		40.1		40.5
Average price per actual 1-pound unit purchases										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	34.2	34.4	35.9	35.5	36.2	36.6	35.8	37.3	35.9	37.4
July-Sept.	34.4	32.8	36.5	33.3	35.3	35.0	35.1	35.8	34.2	35.5
Oct.-Dec.	34.3			35.7		35.5		36.3		37.8
Jan.-Mar.	33.9			36.3		36.7		36.9		37.4
Percentage of all families buying										
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	22.8	17.0	16.3	13.3	27.5	22.9	19.8	20.0	26.5	20.3
July-Sept.	20.8	16.2	15.6	10.8	23.7	20.1	18.3	17.3	22.9	19.5
Oct.-Dec.	18.4			15.5		23.7		22.5		22.2
Jan.-Mar.	23.3			20.2		29.4		22.9		27.5

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Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods--Continued

Quarter	Purchases per 1,000 population									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1955-56 : 1954-55	1955-56 : 1954-55	1955-56 : 1954-55	1955-56 : 1954-55	1955-56 : 1954-55	1955-56 : 1954-55	1955-56 : 1954-55	1955-56 : 1954-55	1955-56 : 1954-55	1955-56 : 1954-55	1955-56 : 1954-55
Apr.-June	241.3	194.2	178.5	135.5	323.9	268.7	280.4	320.8	378.9	272.2
July-Sept.	242.1	183.7	182.4	116.3	293.3	246.4	231.4	270.2	321.2	271.6
Oct.-Dec.		204.3		127.7		253.9		292.3		312.7
Jan.-Mar.		240.5		188.5		333.5		305.7		354.8
Average size of purchase per buying family										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	18.9	21.8	17.9	19.2	19.9	19.9	22.4	23.6	22.0	24.6
July-Sept.	21.0	22.4	18.9	20.9	19.4	22.1	22.2	25.6	23.2	24.0
Oct.-Dec.		21.0		16.7		19.8		22.7		21.8
Jan.-Mar.		18.6		16.1		19.1		20.8		19.7
Purchases per buying family										
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	2.94	2.93	3.13	2.65	3.65	3.70	3.29	3.60	3.01	2.64
July-Sept.	2.86	2.85	3.14	2.52	3.91	3.61	2.93	3.33	2.77	2.56
Oct.-Dec.		2.73		2.55		3.31		2.99		2.99
Jan.-Mar.		2.90		2.97		3.65		3.30		3.07

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Table 7.--Nonfat dry milk solids: Household purchases, average price per pound, and average size of purchase, by type of retail outlet,
13-week periods

Quarter	Total quantity purchased							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	14,230	11,600	12,060	10,240	14,260	11,110	1,570	1,220
July-Sept.	12,730	11,280	12,580	8,730	12,790	10,170	1,020	1,220
Oct.-Dec.		11,940		10,700		10,500		1,160
Jan.-Mar.		14,800		11,830		14,560		1,520
Total		49,620		41,500		46,340		5,120
Average size of purchase								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	22.9	24.8	19.7	20.4	18.0	19.5	22.7	25.4
July-Sept.	22.5	25.9	21.6	21.6	18.4	21.4	21.7	23.4
Oct.-Dec.		24.5		19.3		18.2		22.1
Jan.-Mar.		22.0		17.8		17.1		21.6
Average price per pound for all purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	36.2	34.2	40.0	38.4	42.9	40.3	40.3	40.0
July-Sept.	35.9	33.2	39.3	36.4	42.4	38.9	40.6	39.4
Oct.-Dec.		35.5		39.4		42.3		37.8
Jan.-Mar.		36.5		40.4		44.0		41.7
Average price per actual 1-pound unit purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	32.9	32.7	36.9	36.8	38.2	39.3	38.6	39.9
July-Sept.	32.8	31.9	37.0	34.9	37.5	36.6	39.3	39.9
Oct.-Dec.		32.9		36.7		38.1		39.0
Jan.-Mar.		33.4		36.4		39.0		40.1

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Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods

Quarter	Total quantity purchased							
	Natural							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	: 1,000 pounds	: 1,000 pounds	: 1,000 pounds	: 1,000 pounds	: 1,000 pounds	: 1,000 pounds	: 1,000 pounds	: 1,000 pounds
Apr.-June	53,630	48,160	11,740	10,490	11,470	10,430	11,100	10,670
July-Sept.	51,780	49,370	11,490	10,540	9,690	8,260	9,840	9,780
Oct.-Dec.		54,860		11,060		12,460		12,250
Jan.-Mar.		58,160		12,090		13,100		12,700
Total		210,550		44,180		44,250		45,400
Average price paid per unit								
	Pound Cents	Pound Cents	Pound Cents	Pound Cents	3 oz. Cents	3 oz. Cents	Pound Cents	Pound Cents
Apr.-June	63.1	62.9	72.9	76.3	14.1	14.2	76.5	76.0
July-Sept.	63.7	62.6	74.0	74.6	14.2	14.3	77.7	75.5
Oct.-Dec.		62.8		74.2		13.7		78.2
Jan.-Mar.		63.1		72.3		14.0		76.9
Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	332.0	304.9	72.7	66.4	71.0	66.0	68.7	67.5
July-Sept.	323.2	310.2	71.7	66.2	60.5	51.9	61.4	61.5
Oct.-Dec.		342.3		69.0		77.7		76.5
Jan.-Mar.		362.6		75.4		81.7		79.2
Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	43.3	42.6	15.0	14.5	23.3	23.9	17.5	17.7
July-Sept.	43.1	42.1	15.7	13.4	21.1	20.6	16.7	15.9
Oct.-Dec.		45.0		14.1		26.2		18.8
Jan.-Mar.		46.2		14.8		27.0		18.9
Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	3.07	3.04	2.53	2.32	2.71	2.51	2.20	2.01
July-Sept.	3.03	3.12	2.45	2.42	2.56	2.31	2.22	2.14
Oct.-Dec.		3.03		2.51		2.57		2.32
Jan.-Mar.		3.16		2.52		2.69		2.39
Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	13.5	13.3	10.2	9.9	6.0	5.6	9.3	9.6
July-Sept.	13.2	13.2	9.8	10.3	5.9	5.5	8.5	9.0
Oct.-Dec.		13.4		10.4		6.1		9.3
Jan.-Mar.		13.4		10.7		5.9		9.3

- Continued

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods--Continued

Quarter	Total quantity purchased							
	Processed				Cottage cheese			
	Cheese		Cheese foods		Cheese spreads			
	1955-56	: 1954-55	1955-56	: 1954-55	1955-56	: 1954-55	1955-56	: 1954-55
	1,000 pounds		1,000 pounds		1,000 pounds		1,000 pounds	
Apr.-June	31,050	34,430	16,760	30,240	21,240	18,790	118,110	117,820
July-Sept.	29,860	33,180	14,670	25,960	20,480	18,310	104,940	107,260
Oct.-Dec.		31,560		22,040		20,710		102,580
Jan.-Mar.		33,690		22,420		25,990		126,660
Total		132,860		100,660		83,800		454,320
Average price paid per unit								
	Pound Cents	: Pound Cents	Pound Cents	: Pound Cents	Pound Cents	: Pound Cents	12 oz. Cents	: 12 oz. Cents
Apr.-June	60.4	61.0	44.6	46.1	50.6	54.3	21.1	21.2
July-Sept.	60.6	60.9	44.1	46.0	50.1	52.4	21.1	21.1
Oct.-Dec.		61.6		45.2		53.8		21.3
Jan.-Mar.		61.2		44.4		50.6		21.2
Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	192.2	218.0	103.7	191.4	131.5	119.0	731.1	745.9
July-Sept.	186.4	208.5	91.5	163.2	127.8	115.1	655.0	674.1
Oct.-Dec.		196.9		137.5		129.3		640.0
Jan.-Mar.		210.1		139.8		162.0		789.7
Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	35.1	40.7	14.9	25.2	25.9	30.2	53.9	54.5
July-Sept.	35.2	39.0	14.0	22.6	25.4	25.5	51.0	52.6
Oct.-Dec.		36.9		18.8		28.6		49.9
Jan.-Mar.		36.3		19.0		30.7		56.4
Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	2.72	2.78	1.62	1.93	1.81	1.80	4.46	4.71
July-Sept.	2.66	2.81	1.48	1.81	1.80	1.93	4.21	4.44
Oct.-Dec.		2.65		1.70		1.99		4.31
Jan.-Mar.		2.90		1.68		1.93		4.68
Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	10.8	10.9	23.5	22.7	15.4	12.2	16.3	15.8
July-Sept.	10.6	10.8	23.7	22.3	14.9	13.2	16.2	15.8
Oct.-Dec.		10.8		23.2		13.3		15.8
Jan.-Mar.		10.7		23.8		14.8		15.9

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Table 9.--Cheese: Quantity purchased by households, by types,
by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	12,990	11,160	13,580	12,470	12,340	10,980	5,400	4,950	9,320	8,610
July-Sept.	12,740	11,780	13,890	13,070	10,920	10,660	5,200	5,120	9,030	8,740
Oct.-Dec.	13,690		13,800			12,740		5,630		9,000
Jan.-Mar.	14,030		14,690			13,560		5,990		9,890
Total		50,660		54,030		47,940		21,690		36,240
Natural Swiss										
Apr.-June	6,210	5,200	2,760	2,410	1,610	1,570	330	400	830	890
July-Sept.	5,760	5,190	3,060	2,290	1,230	1,680	430	410	1,010	970
Oct.-Dec.	5,860		2,520			1,470		360		850
Jan.-Mar.	6,160		2,800			1,790		370		970
Total		22,410		10,020		6,510		1,540		3,680
Natural Cream										
Apr.-June	6,280	5,930	2,650	2,330	1,310	1,190	350	350	880	630
July-Sept.	5,050	4,790	2,070	1,550	1,480	1,020	460	340	630	560
Oct.-Dec.	5,710		2,470			1,920		460		900
Jan.-Mar.	7,110		2,850			1,750		450		940
Total		24,540		9,200		5,880		1,600		3,030
Natural - Other varieties										
Apr.-June	6,060	5,580	3,190	3,120	880	1,020	250	340	720	620
July-Sept.	4,890	5,150	3,330	2,730	620	1,170	240	200	760	530
Oct.-Dec.	6,500		3,610			1,140		310		690
Jan.-Mar.	7,030		3,540			1,070		290		770
Total		24,260		13,000		4,400		1,140		2,610

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Table 9.--Cheese: Quantity purchased by households, by types,
by regions, 13-week periods--Continued

Quarter	Processed cheese (excluding cheese foods and cheese spreads)										
	Northeast		North Central		South		Mountain-Southwest		Pacific		
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	
:											
Apr.-June	12,410	13,250	7,350	8,920	5,380	6,010	3,030	3,440	2,880	2,810	
July-Sept.	11,140	13,140	6,980	8,010	5,540	5,640	3,030	3,320	3,170	3,070	
Oct.-Dec.		12,820		7,770		5,130		3,150		2,690	
Jan.-Mar.		13,710		8,460		5,280		3,320		2,920	
Total		52,920		33,160		22,060		13,230		11,490	
:											
Processed cheese foods											
:											
Apr.-June	5,170	8,560	5,340	10,590	2,040	3,940	1,120	3,290	3,090	3,860	
July-Sept.	4,310	8,240	4,490	8,590	2,050	3,360	1,010	2,250	2,810	3,520	
Oct.-Dec.		6,870		6,990		2,490		2,030		3,660	
Jan.-Mar.		6,890		6,820		2,510		2,110		4,090	
Total		30,560		32,990		12,300		9,680		15,130	
:											
Processed cheese spreads											
:											
Apr.-June	5,090	4,520	8,810	7,570	2,640	2,240	2,740	1,900	1,960	2,570	
July-Sept.	4,960	4,170	8,360	7,520	2,880	1,960	2,370	2,480	1,910	2,180	
Oct.-Dec.		5,410		8,930		2,180		2,410		1,780	
Jan.-Mar.		6,900		11,150		2,970		2,810		2,160	
Total		21,000		35,170		9,350		9,600		8,690	
:											
Cottage cheese											
:											
Apr.-June	29,820	30,250	44,200	44,730	10,020	9,810	10,550	10,740	23,520	22,290	
July-Sept.	24,460	27,090	38,070	38,730	9,980	9,700	10,280	10,340	22,150	21,400	
Oct.-Dec.		26,350		39,040		8,090		8,950		20,150	
Jan.-Mar.		31,850		48,730		10,220		11,790		24,070	
Total		115,540		171,230		37,820		41,820		87,910	

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Table 10.--Cheese: Average size of purchase by households,
by types, by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56 Ounces	1954-55 Ounces	1955-56 Ounces	1954-55 Ounces	1955-56 Ounces	1954-55 Ounces	1955-56 Ounces	1954-55 Ounces	1955-56 Ounces	1954-55 Ounces
Apr.-June	11.7	11.7	13.3	13.3	14.3	13.5	14.5	14.3	13.9	14.0
July-Sept.	11.8	12.0	13.2	13.3	13.7	13.4	13.9	13.3	13.6	14.1
Oct.-Dec.	12.1			13.1		13.8		13.9		14.2
Jan.-Mar.	11.6			13.4		13.8		14.1		14.0
Natural Swiss										
Apr.-June	9.2	8.8	11.3	10.7	13.2	13.6	10.6	10.2	9.3	9.5
July-Sept.	9.0	9.2	11.8	11.5	11.5	13.6	10.1	9.7	8.5	9.5
Oct.-Dec.	9.1			12.2		13.2		11.4		10.0
Jan.-Mar.	9.4			12.3		14.5		10.2		10.0
Natural Cream										
Apr.-June	5.7	5.4	6.3	6.0	6.9	5.9	6.0	5.5	5.6	5.3
July-Sept.	5.5	5.5	6.2	5.6	7.5	6.2	6.6	6.1	5.1	4.9
Oct.-Dec.	5.7			6.4		7.6		5.8		5.7
Jan.-Mar.	5.7			5.9		7.8		5.9		5.4
Natural - other varieties										
Apr.-June	9.5	9.2	10.3	10.7	10.7	10.4	8.4	13.4	6.7	6.8
July-Sept.	8.0	8.2	10.0	10.6	8.9	12.6	7.0	8.2	7.1	6.2
Oct.-Dec.	8.9			10.3		11.6		8.3		7.1
Jan.-Mar.	9.0			10.4		11.2		8.2		6.9
Processed cheese (excluding cheese foods and cheese spreads)										
Apr.-June	10.0	9.8	10.7	11.1	11.3	11.2	12.3	12.2	11.4	11.5
July-Sept.	9.9	10.0	10.6	10.7	10.7	11.2	11.6	11.8	11.1	11.6
Oct.-Dec.	9.9			11.0		11.2		12.1		10.8
Jan.-Mar.	9.9			10.9		11.3		11.5		11.0
Processed cheese foods										
Apr.-June	21.7	20.1	22.5	22.6	23.5	22.5	22.5	23.6	26.9	26.0
July-Sept.	22.3	21.2	21.9	22.0	23.9	21.3	22.7	21.5	27.6	25.5
Oct.-Dec.	20.8			22.3		24.7		22.8		26.7
Jan.-Mar.	21.9			22.8		23.5		23.9		27.0
Processed cheese spreads										
Apr.-June	12.6	9.8	17.8	14.7	14.5	11.0	18.7	13.9	12.2	11.0
July-Sept.	12.9	10.2	17.8	16.1	14.3	11.4	16.6	15.7	11.7	11.3
Oct.-Dec.	11.0			16.3		12.5		15.6		9.0
Jan.-Mar.	13.0			17.4		14.6		18.1		9.9
Cottage cheese										
Apr.-June	14.7	14.6	17.2	16.6	15.3	15.2	16.6	15.8	16.6	15.9
July-Sept.	14.3	14.7	16.9	16.5	15.5	15.7	16.9	15.6	16.5	15.8
Oct.-Dec.	14.4			16.6		15.4		15.7		16.1
Jan.-Mar.	14.7			16.7		15.0		16.1		16.1

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Table 11.--Cheese: Household purchases per 1,000 capita,
by types, by regions, 13-week periods

Quarter	Natural American										
	Northeast		North Central		South		Mountain-Southwest		Pacific		
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	
Apr.-June	294.7	260.9	293.5	276.7	317.5	289.5	329.1	303.6	585.4	540.7	
July-Sept.	292.9	270.9	304.0	289.1	281.7	281.7	315.7	304.3	571.3	553.9	
Oct.-Dec.	312.7			300.7		334.8		336.3		570.6	
Jan.-Mar.	322.6			322.0		347.5		366.3		621.8	
Natural Swiss											
Apr.-June	141.1	121.7	59.6	53.6	41.4	41.5	20.2	24.8	52.1	56.0	
July-Sept.	132.6	119.3	67.0	50.6	31.6	44.5	26.4	24.5	63.6	61.2	
Oct.-Dec.	133.9			54.9		38.5		21.3		53.7	
Jan.-Mar.	141.5			61.3		46.0		22.7		61.1	
Natural Cream											
Apr.-June	142.5	138.8	57.1	51.7	33.8	31.3	21.3	21.4	55.3	39.8	
July-Sept.	116.2	110.2	45.3	34.4	38.3	27.1	27.6	20.1	39.9	35.2	
Oct.-Dec.	153.4			53.8		50.3		27.4		57.1	
Jan.-Mar.	163.5			62.4		44.9		27.6		59.2	
Natural - other varieties											
Apr.-June	137.6	130.6	69.0	69.1	22.6	26.8	15.4	20.6	45.0	38.7	
July-Sept.	112.5	118.3	72.8	60.4	16.1	31.0	14.8	11.7	47.7	33.7	
Oct.-Dec.	148.6			78.5		30.0		18.3		44.0	
Jan.-Mar.	161.6			77.7		27.3		17.7		48.4	
Processed cheese (excluding cheese foods and cheese spreads)											
Apr.-June	281.6	309.8	158.9	197.9	138.5	158.5	184.7	211.3	180.8	176.6	
July-Sept.	256.3	302.0	152.7	177.2	143.0	148.9	183.9	197.9	200.7	194.9	
Oct.-Dec.	293.0			169.2		134.6		188.0		170.5	
Jan.-Mar.	315.1			185.5		135.3		203.2		183.8	
Processed cheese foods											
Apr.-June	117.4	200.2	115.3	235.0	52.4	103.7	68.3	202.0	194.1	242.7	
July-Sept.	99.0	189.5	98.2	190.1	52.9	88.9	61.6	133.8	177.5	223.0	
Oct.-Dec.	156.9			152.2		65.5		121.4		231.8	
Jan.-Mar.	158.4			149.4		64.3		129.1		257.3	
Processed cheese spreads											
Apr.-June	115.4	105.6	190.4	167.9	67.8	59.1	167.0	116.3	123.3	161.7	
July-Sept.	114.0	95.9	182.8	166.4	74.3	51.8	144.0	147.3	120.7	138.1	
Oct.-Dec.	123.7			194.4		57.4		144.0		112.9	
Jan.-Mar.	158.5			244.4		76.2		171.7		136.0	
Cottage cheese											
Apr.-June	676.8	707.6	954.9	992.8	257.9	258.5	642.6	659.2	1,477.0	1,400.1	
July-Sept.	562.6	622.8	833.1	856.8	257.5	256.4	624.2	615.5	1,400.7	1,356.8	
Oct.-Dec.	601.9			850.3		212.6		534.2		1,277.7	
Jan.-Mar.	732.0			1,068.0		262.0		721.3		1,514.0	

National Consumer Panel of Market Research Corporation of America.

Table 12.--Cheese: Average price paid per unit by households,
by types, by regions, 13-week periods

Quarter	Natural American - per pound									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	66.9	65.0	61.7	61.4	59.9	61.0	63.1	62.7	64.4	64.8
July-Sept.	66.8	64.5	62.2	60.8	60.8	60.8	63.7	63.7	64.9	64.1
Oct.-Dec.	65.7			62.2		59.4		63.0		63.9
Jan.-Mar.	66.6			62.3		60.2		63.1		63.5
Natural Swiss - per pound										
Apr.-June	76.1	79.3	69.9	75.4	62.4	67.1	72.6	75.1	79.4	78.3
July-Sept.	75.1	77.4	71.4	74.1	67.7	65.0	75.5	73.0	82.5	78.5
Oct.-Dec.	77.7			70.9		64.7		73.7		75.9
Jan.-Mar.	75.0			69.6		63.5		76.0		77.8
Natural Cream - per 3 ounce										
Apr.-June	14.3	14.4	14.6	13.7	12.2	14.2	13.9	14.1	14.5	14.6
July-Sept.	14.4	14.5	14.7	14.3	12.2	13.4	14.8	13.0	14.6	14.8
Oct.-Dec.	14.3		14.1		10.9			13.9		14.1
Jan.-Mar.	14.2			14.8		11.1		14.6		14.5
Natural - Other varieties - per pound										
Apr.-June	73.6	75.9	77.1	74.1	71.9	69.4	86.0	81.3	101.2	93.8
July-Sept.	76.2	78.0	73.4	71.8	72.7	60.5	95.7	85.7	105.2	100.3
Oct.-Dec.	80.0			73.8		68.5		89.6		94.9
Jan.-Mar.	76.6			74.3		68.6		85.5		99.8
Processed (excluding cheese foods and spreads) - per pound										
Apr.-June	60.1	61.7	60.7	60.4	60.0	59.6	59.5	61.0	62.0	62.2
July-Sept.	60.8	60.4	60.2	61.9	59.8	59.6	61.2	62.0	61.3	61.8
Oct.-Dec.	61.8			61.8		60.1		61.0		63.0
Jan.-Mar.	61.7			61.0		60.3		59.9		63.0
Processed cheese foods - per pound										
Apr.-June	45.3	47.6	44.6	44.9	45.1	46.7	46.2	47.6	42.3	44.1
July-Sept.	44.9	46.5	44.7	45.9	44.2	46.6	46.6	48.6	41.1	42.9
Oct.-Dec.	46.0			45.4		45.8		46.9		41.9
Jan.-Mar.	45.5			44.2		45.9		44.6		41.8
Processed cheese spreads - per pound										
Apr.-June	55.1	59.1	47.3	49.5	51.5	59.7	46.5	49.7	57.9	58.7
July-Sept.	54.1	58.9	46.4	47.8	50.7	56.1	47.8	49.3	57.9	56.5
Oct.-Dec.	58.8			49.6		54.7		51.8		61.3
Jan.-Mar.	54.3			47.0		52.2		46.6		60.1
Cottage cheese - per 12 ounce										
Apr.-June	22.0	22.1	20.0	20.1	21.9	21.7	21.5	21.6	21.6	21.6
July-Sept.	22.2	21.8	20.3	20.1	21.6	21.4	21.5	21.8	21.1	21.5
Oct.-Dec.	22.1			20.3		21.7		22.1		21.7
Jan.-Mar.	22.3			20.1		21.9		21.9		21.5

National Consumer Panel of Market Research Corporation of America.

Table 13.--Cheese: Quantity purchased by households, by types,
by retail sales outlet, 13-week periods

Quarter	Natural American							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	13,790	12,570	16,420	14,090	21,260	19,320	2,160	2,180
July-Sept.	13,430	12,550	16,170	14,310	20,530	19,660	1,650	2,840
Oct.-Dec.		13,760		17,040		21,680		2,380
Jan.-Mar.		15,400		17,300		23,110		2,350
Total		54,280		62,740		83,770		9,750
Natural Swiss								
Apr.-June	3,180	2,800	4,370	3,540	3,640	3,710	550	1/
July-Sept.	2,840	2,590	4,770	3,360	3,340	3,850	540	740
Oct.-Dec.		3,230		3,480		3,670		680
Jan.-Mar.		3,280		4,170		3,970		670
Total		11,900		14,550		15,200		2,090
Natural Cream								
Apr.-June	3,360	3,260	4,320	3,830	3,360	3,110	430	230
July-Sept.	2,960	2,550	3,690	3,090	2,990	2,320	1/	1/
Oct.-Dec.		3,330		4,740		3,590		800
Jan.-Mar.		3,730		4,720		3,890		760
Total		12,870		16,380		12,910		1,790
Natural - Other varieties								
Apr.-June	2,530	2,460	3,890	3,180	4,000	4,500	670	530
July-Sept.	2,840	2,190	3,760	3,480	2,880	3,650	360	1/
Oct.-Dec.		2,890		3,960		4,930		1/
Jan.-Mar.		3,220		4,260		4,420		800
Total		10,760		14,880		17,500		1,330

- Continued

Table 13.--Cheese: Quantity purchased, by households, by types,
by retail sales outlet, 13-week periods --Continued

Quarter	Processed (excluding cheese foods and spreads)							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	8,740	10,010	10,190	10,310	11,170	13,380	950	740
July-Sept.	8,150	9,390	9,750	9,770	11,330	13,340	630	680
Oct.-Dec.		8,820		10,110		11,960		670
Jan.-Mar.		9,550		10,660		12,830		650
Total		37,770		40,850		51,510		2,740
	Processed cheese foods							
Apr.-June	6,850	10,910	5,130	9,290	4,530	9,620	1/	1/
July-Sept.	6,260	9,480	4,430	7,800	3,750	8,380	1/	1/
Oct.-Dec.		8,240		6,940		6,520	1/	1/
Jan.-Mar.		8,730		6,950		6,420	1/	1/
Total		37,360		30,980		30,940	1/	
	Processed cheese spreads							
Apr.-June	4,700	4,350	7,380	6,600	8,900	7,450	1/	1/
July-Sept.	4,520	4,320	7,540	6,350	8,140	7,250	1/	1/
Oct.-Dec.		4,440		7,350		8,500	1/	430
Jan.-Mar.		5,440		9,700		10,370		480
Total		18,550		30,000		33,570		910
	Cottage cheese							
Apr.-June	25,220	20,120	32,260	32,380	43,520	46,700	2/17,110	18,620
July-Sept.	21,100	18,870	29,110	31,010	39,890	40,780	2/14,840	16,610
Oct.-Dec.		18,600		29,130		37,430		17,420
Jan.-Mar.		26,040		34,100		45,030		21,490
Total		83,630		126,620		169,940	3/	74,140

1/ Too few purchases for analysis.

2/ Includes house-to-house purchases of 12.6 million pounds in Apr.-June, 10.5 in July-Sept.

3/ Includes house-to-house purchases of 60.3 million pounds.

Table 14.--Cheese: Average size of purchase by households, by types,
by retail sales outlet, 13-week periods

Quarter	Natural American							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	13.6	13.0	12.2	12.1	14.0	13.7	20.2	24.4
July-Sept.	13.5	13.2	12.0	12.0	13.7	13.3	20.3	24.0
Oct.-Dec.		13.3		12.2		13.6		21.6
Jan.-Mar.		13.4		12.2		13.7		21.2
Natural Swiss								
Apr.-June	10.6	10.1	9.4	9.3	10.2	10.2	15.0	1/
July-Sept.	10.4	10.3	9.3	9.1	9.7	10.7	13.8	16.3
Oct.-Dec.		10.6		9.1		11.0		15.4
Jan.-Mar.		11.1		9.6		10.9		15.3
Natural cream								
Apr.-June	6.2	6.1	5.7	5.6	5.9	5.2	9.9	5.6
July-Sept.	6.1	6.1	5.7	5.4	6.1	5.1	1/	1/
Oct.-Dec.		6.2		5.8		6.0		9.6
Jan.-Mar.		6.1		5.6		5.8		9.7
Natural - Other varieties								
Apr.-June	8.5	8.9	7.9	8.3	10.9	10.7	16.3	14.7
July-Sept.	8.8	8.8	7.6	8.4	8.8	9.4	12.7	1/
Oct.-Dec.		8.8		7.8		10.6		1/
Jan.-Mar.		8.7		8.0		10.3		20.0
Processed (excluding cheese foods and spreads)								
Apr.-June	10.5	10.7	10.3	10.0	11.1	11.3	18.4	20.4
July-Sept.	10.2	10.7	10.3	10.2	10.9	11.1	17.2	17.4
Oct.-Dec.		10.1		10.4		11.3		17.2
Jan.-Mar.		10.6		10.3		10.9		19.1
Processed cheese foods								
Apr.-June	25.4	24.7	23.1	22.3	21.9	21.4	1/	1/
July-Sept.	25.4	23.9	22.9	21.9	22.3	21.2	1/	1/
Oct.-Dec.		23.9		23.2		22.4		1/
Jan.-Mar.		25.5		23.2		22.6		1/
Processed cheese spreads								
Apr.-June	14.7	11.4	14.7	12.8	16.4	12.1	1/	1/
July-Sept.	13.6	12.6	15.3	13.3	15.3	13.5	1/	1/
Oct.-Dec.		12.7		12.8		14.0		14.1
Jan.-Mar.		13.7		15.0		15.2		16.5
Cottage cheese								
Apr.-June	16.8	15.5	15.7	15.5	16.4	15.9	16.9	16.4
July-Sept.	16.9	15.9	15.7	15.6	16.1	15.8	16.8	16.1
Oct.-Dec.		15.8		15.7		15.8		16.1
Jan.-Mar.		16.6		15.7		15.7		16.2

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 15.--Cheese: Average price paid per unit by households, by types, by retail sales outlet, 13-week periods

Quarter	Natural American - per pound							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	57.8	58.2	63.7	62.9	66.5	66.5	60.2	57.3
July-Sept.	59.1	58.5	63.3	61.9	67.2	66.0	59.5	60.7
Oct.-Dec.								
Jan.-Mar.								
Natural Swiss - per pound								
Apr.-June	65.3	69.4	74.0	76.3	78.5	81.1	69.8	1/
July-Sept.	65.6	67.1	73.7	75.8	81.0	78.5	77.2	75.3
Oct.-Dec.								
Jan.-Mar.								
Natural Cream - per 3 ounce								
Apr.-June	14.0	14.2	14.1	13.8	14.8	14.8	10.2	13.2
July-Sept.	14.4	14.3	14.1	13.9	14.0	15.2	1/	1/
Oct.-Dec.								
Jan.-Mar.								
Natural - Other varieties - per pound								
Apr.-June	73.3	70.8	73.9	76.0	81.0	79.5	77.7	68.8
July-Sept.	70.8	73.3	74.6	74.8	87.6	78.0	85.6	1/
Oct.-Dec.								
Jan.-Mar.								
Processed (excluding cheese foods and spreads) - per pound								
Apr.-June	57.1	57.1	60.4	60.9	63.6	64.5	52.3	51.2
July-Sept.	57.1	57.2	60.1	60.4	63.7	64.2	57.3	54.2
Oct.-Dec.								
Jan.-Mar.								
Processed cheese foods - per pound								
Apr.-June	42.0	42.4	44.6	45.9	47.8	50.4	1/	1/
July-Sept.	41.2	43.0	44.9	45.4	48.0	50.0	1/	1/
Oct.-Dec.								
Jan.-Mar.								
Processed cheese spreads - per pound								
Apr.-June	50.3	56.6	50.3	52.2	50.9	55.2	1/	1/
July-Sept.	52.0	53.3	48.2	50.8	50.8	53.6	1/	1/
Oct.-Dec.								
Jan.-Mar.								
Cottage cheese - per 12 ounce								
Apr.-June	20.4	21.0	21.0	20.9	21.6	21.4	21.6	21.4
July-Sept.	20.5	21.0	20.9	20.4	21.6	21.4	21.4	21.4
Oct.-Dec.								
Jan.-Mar.								

1/ Too few purchases reported for analysis.

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